# Hello! I'm [ISMAIL MUHAMMED OPEYEMI] 👋

Welcome to my data analytics portfolio! I’m a data analyst with a passion for uncovering insights and visualizing data in meaningful ways.

## 🔍 Key Skills

- \*\*Languages\*\*: SQL

- \*\*Tools\*\*: Tableau, Power BI, Excel

## 📈 Portfolio Projects

- \*\*[Financial Profit Analysis](https://drive.google.com/file/d/1PD1P8tJF5iI7uiLYWwu2bspG3U13RSYU/view?usp=drive\_link)\*\*: Analyzed financial data to identify Profits and profit tracking trends.

- \*\*[Customer Segmentation](https://github.com/username/customer-segmentation)\*\*: Performed RFM segmentation to categorize customers based on purchasing behavior.

## 📫 Connect with Me

- \*\*LinkedIn\*\*: (www.linkedin.com/in/muhammed-ismail36)

- \*\*Email\*\*: ismailopeyemi36@gmail.com

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# Project Title: Financial Profit Analysis

## 📋 Project Overview 1:

This project analyzes finacial data to identify the profit made, the best month for the product, and provides insights for profit targeting.

## 📂 Data

- \*\*Source\*\*: Finacial report dataset from powerBI sample

- \*\*Structure\*\*: Contains columns such as `country`, `Product`, `sales price, `Sales`, and `Profit`.

## 🔧 Methods and Tools

- \*\*Data Cleaning\*\*: Handled missing values, formatted dates and months, and standardized product categories.

- \*\*Analysis\*\*: Used PowerBI query for data manipulation and visualization.

- \*\*Visualization\*\*: Created bar charts, line chats, cards and pie chats to present findings.

## 📊 Key Findings

- The best-month on profit is germany

- The year financial record all meets and exceed the profit tracking target

## 🔗 Notebooks and Files

- \*\*Data Cleaning Notebook\*\*: [# Hello! I'm [ISMAIL MUHAMMED OPEYEMI] 👋

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- \*\*Sales Analysis Notebook\*\*: [link to Jupyter notebook]

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- \*\*Profit Analysis Notebook\*\*: [https://docs.google.com/document/d/1w11icKZ6ELE8AUz1c1AiBKd4jhjrQaN5/edit?usp=sharing&ouid=111618620140842351246&rtpof=true&sd=true]

![Sales Trends] (https://drive.google.com/file/d/1eKi7x1eA4sta8WQHhZgaIuYEL\_2J5\_Us/view?usp=sharing)